

Sam Edelman Debuts its Spring/Summer 2018 Campaign, Featuring Model Carolyn Murphy

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NEW YORK--(BUSINESS WIRE)--The whimsy of a bygone era comes to life with present day imagination in Sam Edelman's spring/summer 2018 campaign, "The Land of Enchantment." Set in Palm Springs, California, the campaign tells the brand's iconic and enigmatic story of old-world glamour, effortless elegance and modern irreverence.

Sam, along with his wife, muse and business co-founder, Libby Edelman, collaborated with two life-long friends on the campaign's photoshoot: creative visionary Sam Shahid and celebrated photographer Kelly Klein. Together, they captured the Edelman's vision of timeless American beauty and style in a series of powerful images featuring world-renowned model, Carolyn Murphy.

"This year celebrates my 40 year anniversary in the footwear and fashion industry," said Sam Edelman, designer, founder and president of Sam Edelman. "In recognition of that milestone, I wanted to celebrate what the brand has always stood for: integrity, timeless elegance, elevated and effortless style and the empowered woman. I chose Libby, Kelly and Carolyn to partner with me on this project to create our most authentic campaign yet."

The campaign showcases an array of products from Sam Edelman's full lifestyle collection, including denim, intimates and dresses, while highlighting fashion footwear essentials in new heel heights and constructions, like the Addison. Exciting updates to Sam Edelman core classics, such as the Felicia and Yaro, are seen in a variety of bold colors and treatments. New classics, like the Bay, make their debut and celebrate the brand's heritage of craftsmanship, integrity and design.

The campaign is featured in a multitude of print and digital publications including *Vogue*, *Elle*, *Marie Claire*, *Harper's Bazaar*, *Wall Street Journal Magazine*, *Modern Luxury* and *Refinery29*. The campaign will also be showcased on a number of billboards in key locations, including New York and Los Angeles.

The spring/summer 2018 collection is available now online at SamEdelman.com and in retail stores worldwide.

ABOUT SAM EDELMAN

A creative visionary and legend in the footwear industry, Sam Edelman is a dominant force in fashion, making an indelible impact on some of the most renowned contemporary brands throughout the past 30 years.

Sam and his wife, muse and business Co-Founder, Libby Edelman have grown Sam Edelman into a complete lifestyle brand devoted to an irreverent and whimsical style, inspired by timeless American elegance that bridges the gap between aspiration and attainability to define modern luxury. With flagship locations in SoHo and Beverly Hills, and retail outlets from Hong Kong to Dubai, Sam Edelman continues to expand its presence worldwide.

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